

Ateneo de Zamboanga University
SCHOOL OF LIBERAL ARTS
BACHELOR OF ARTS IN COMMUNICATION (BA COMM)

FIRST YEAR
First Semester

FG	Course No.	Course Title	Units
	COMMED	Intro to Communication Media	3
	PURCOM	Purposive Communication	3
	UNDESELF	Understanding the Self	3
	SPIECO	Spirituality & Ecology in the Christian, Ignatian & Islamic Traditions	3
	PHIHIS	Readings in Philippine History	3
	FFP-NSTP1	Freshmen Formation Program/NSTP1	4.5
	PATHFIT 1	Movement Enhancement	2
		Total	21.5

Second Semester

FG	Course No.	Course Title	Units
	SOCMED	Social Media Principles and Practices	3
	MATMOD	Mathematics in the Modern World	3
	PHIHUM	Philosophy of the Human Person: Social & Political Dimensions	3
	VOCMIS	Vocation & Mission in the Christian, Ignatian & Islamic Traditions	3
	RIZAL	Life and Works of Rizal	3
	FFP-NSTP 2	Freshmen Formation Program/NSTP2	4.5
	PATHFIT 2	Fitness Exercise	2
		Total	21.5

SECOND YEAR
First Semester

FG	Course No.	Course Title	Units
	JOURNP	Journalism Principles & Practices	3
	COMSOC	Communication, Culture & Society	3
	DIGPUB	Digital Publishing	3
	SCITECS	Science, Technology & Society	3
	ETHICS	Ethics	3
	CONWOR	Contemporary World	3
	GE ELECT-KF	Kontekswalisadong Komunikasyon sa Filipino	3
	PATHFIT 3	Dance/Sports/Rec & Games I	2
		Total	23

Second Semester

FG	Course No.	Course Title	Units
	MULSTOR	Multimedia Storytelling	3
	INTFILM	Introduction to Film	3
	CREWRI	Creative Writing	3
	CONDEV	Creative Cultural Content Dev't	3
	HISCUL	Historia y Cultura de Zamboanga	3
	ARTAPP	Art Appreciation	3
	GE ELECT-LM	Literatures of Mindanao	3
	PATHFIT 4	Dance/Sports/Rec & Games II	2
		Total	23

THIRD YEAR
FIRST SEMESTER

FG	Course No.	Course Title	Units
	ENTMIND	The Entrepreneurial Mindset	3
	COMTHEO	Communication Theory	3
	BROADP	Broadcasting Principles and Practices	3
	PEACEJOURN	Peace Journalism	3
	COMASE	Communication in the ASEAN Setting	3
	THEATER	Intro to Theater Arts	3
	MARCOM	Integrated Marketing Communication	3
		Total	21

SECOND SEMESTER

FG	Course No.	Course Title	Units
	LIVIT	Living in the IT Era (with Data Analytics)	3
	COMRES	Communication Research	3
	ORGCOM	Organizational Culture and Communication	3
	ADVERT	Advertising Principles & Practices	3
	PUBINF	Public Information Principles and Practices	3
	PUBREL	Public Relations Principles and Practices	3
	PERFMED	Performance Media	3
		Total	21

SUMMER

FG	Course No.	Course Title	Units
	INTERN	Internship	3

FOURTH YEAR
FIRST SEMESTER

FG	Course No.	Course Title	Units
	THESIS-COM 1	Thesis/Special Project 1	3
	DEVCOM	Development Communication	3
	RISKCOM	Risk, Disaster & Humanitarian Communication	3
	CIVCOM	Civic Engagement & Participatory Communication	3
	DIGDEV	Digital Learning Matls Devt	3
		Total	15

SECOND SEMESTER

FG	Course No.	Course Title	Units
	THESIS-COM 2	Thesis/Special Project 2	3
	COMPLAN	Communication Planning	3
	COMMAN	Communication Management	3
	KNOMAN	Knowledge Management	3
	COMLAWS	Communication Media Laws and Ethics	3
		Total	15

EFFECTIVE SCHOOL YEAR 2018-2019